

Message Text

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FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: FY 76 STC EVENT SCHEDULE: MICROWAVE SHOW

REF: A) STOCKHOLM 2458 OF 6/12/74; B) STOCKHOLM A-458 OF
12/18/73; C) STOCKHOLM 2615 OF MAY 29, 1975.

1. AT CURRENT ADVANCED STAGE OF MICROWAVE RESEARCH,
CONTRACTOR NORMAN PARSONS INFORMS STC HE COULD NOT
RECOMMEND HOLDING MICROWAVE SHOW AS SUCH. INTERVIEWEES
ARE CONSISTENTLY NEGATIVE OR UNENTHUSIASTIC REGARDING
PROSPECTS FOR SUCCESS OF SUCH AN EXHIBITION CONSIDERING
CURRENT STAGNANT MARKET.

2. RESEARCH CONTRACTOR COMMENTS THERE ARE HALF DOZEN
CUSTOMERS OF SIGNIFICANCE WITH TWO OF REAL IMPORTANCE -
BOTH GOVERNMENT ORGANIZATIONS WITH PROSPECT OF
RADICALLY DECLINING BUDGETS FOR NEXT THREE YEARS; SHOW
CAN BE RECOMMENDED IF TRADE CENTER AND EXHIBITORS ARE
CONTENT SIMPLY TO SHOW MARKET HOW ALLEGEDLY STAGNANT
MICROWAVE SECTOR IS DEVELOPING BUT NOT IF THERE NEEDS
BE RECORD OF SALES ACHIEVED DURING NEXT THREE YEARS.
RESOURCES WOULD BE BETTER USED IF FEW IMMEDIATE CUSTOMERS

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SUCH AS STATE RAILWAYS WERE SENT TRADE LITERATURE, VISITED,

AND POSSIBLY INVITED TO EXHIBITION WITH SUITABLE SPECIALIZED EQUIPMENT IN US. PARSONS ALSO RECORDS FOLLOWING SAMPLE INTERVIEW COMMENTS: "WE ARRANGED COURSES THREE YEARS AGO ON MICROWAVE APPLICATIONS THERE IS NOTHING TO SHOW TODAY: THE ONLY PEOPLE INTERESTED ARE FEW IN TELECOMMUNICATIONS, MAINLY MILITARY, AND THESE ARE WELL INFORMED ANYWAY WITHOUT AN EXHIBITION AT TRADE CENTER "(PROFESSOR) - "SO MICROWAVES HAVE NO PRACTICAL INTEREST FOR US "(MILITARY SPOKESMAN REGARDING MISSILE USAGE). "RESULTING SALES WOULD NOT PAY BACK INVESTMENT WE WOULD HAVE TO MAKE TO COVER WHOLE WEEK'S EXHIBITION" (AGENT).

3. POST MRO ALSO CONSULTED WITH EXPERTS IN FIELD. AS RESULTS THESE TALKS AND RESEARCH FINDINGS, POST RECOMMENDS THAT LIMITED AREAS OF SPECIAL INTEREST IN MICROWAVE BE GIVEN SPECIFIC ATTENTION IN OTHER RELEVANT SHOWS, E.G. MILS IN NORD AIR SHOW (REF. C). WHICH WOULD BE BIG PLUS FOR THAT SHOW. ALSO SPECIALIZED TRADE MISSION IN MICROWAVE TRAFFIC CONTROL (ESPECIALLY RAILROAD) SHOULD BE CONSIDERED. ANOTHER TRADE MISSION SPECIALIZING IN MICROWAVE TELECOMMUNICATIONS EQUIPMENT MIGHT BE CONSIDERED FOR NORWAY WHERE GEOGRAPHICAL CONSIDERATIONS WOULD ENCOURAGE USAGE OF SUCH EQUIPMENT.

4. WE RECOMMEND IN PLACE OF MICROWAVE EVENT ONE IN FIRE PROTECTIONS EQUIPMENT ON WHICH PTR NOW IN PROCESS, POST PTR WILL INCLUDE AS MUCH MARKET INFORMATION AS POSSIBLE TO GIVE BASIC DATA FOR EARLY PLANNING AND PROCUREMENT. ALTERNATIVELY WE SUGGEST SECURITY EQUIPMENT EXHIBITION. JOHNSON

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